

Message Text

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ORIGIN ARA-20

INFO OCT-01 ISO-00 EB-11 COME-00 USIA-15 RSC-01 /048 R

66607

DRAFTED BY ARA/CAR-JSIMMS:GFH

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ARA/MGT-KRIEGER

EB/CBA/OCA-NESVIG(INFO)

USIA-WRODGERS(SUBS)

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R 221352Z JUL 74

FM SECSTATE WASHDC

TO AMEMBASSY SANTO DOMINGO

UNCLAS STATE 158113

E.O. 11652: N/A

TAGS: BEXP, DR

SUBJECT: ACTION STAFF CONSIDERATION OF FY 1975 CAP

REF: SANTO DOMINGO 2530

1. ACTION STAFF MET JULY 16 TO REVIEW PROPOSED FY 75 CAP. CONCLUDED THAT IT CONTINUED HIGH STANDARD SET BY ITS PREDECESSOR. CAMPAIGN AREAS DEEMED TO HAVE BEEN CHOSEN WELL AND PROPOSED COURSES OF ACTION REGARDED AS IMAGINATIVE AND LIKELY TO ACHIEVE DESIRED RESULTS.

2. NEVERTHELESS, IN OUR VIEW, CERTAIN COURSES OF ACTION SOMEWHAT IMPRECISELY DEFINED, I.E., VARIOUS PROPOSALS TO QUOTE ASSIST UNQUOTE OR QUOTE LEND MAXIMUM ASSISTANCE TO UNQUOTE U.S. FIRMS; THESE ARE OBJECTIVES RATHER THAN ACTIONS. WE REFER PARTICULARLY TO THE FOLLOWING CAMPAIGNS (ACTIONS): 1(1); 2(1); 2(2); 3(2); 4(2); 5(1); AND 5(3). WE WOULD LIKE TO SEE EMBASSY SPELL OUT WAYS IN WHICH SUCH ASSISTANCE COULD BE RENDERED, E.G., 5(3) MIGHT BE REWORDED: QUOTE PROVIDE UNCLASSIFIED

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EARLY WARNINGS ON AIRPORT TOWER EQUIPMENT AND OTHER

INFORMATION TO U.S. FIRMS TO ENABLE AND ENCOURAGE THEM TO BID ON SUCH EQUIPMENT. UNQUOTE IN CASES WHERE EMBASSY FEELS IT IS NOT POSSIBLE TO BE MORE SPECIFIC, WE SUGGEST PROPOSED ACTION BE REWORDED ALONG FOLLOWING LINES: QUOTE GIVE HIGH PRIORITY TO ASSISTING UNQUOTE.

3. WE NOTE UNDER CAMPAIGN 7 CERTAIN BROAD FUNCTIONAL ACTIONS WHICH WE BELIEVE SHOULD, WHENEVER APPROPRIATE, ALSO BE INCORPORATED INTO THE CAP AS SPECIFIC ACTIONS UNDER THE PRODUCT CAMPAIGNS ONE THROUGH FIVE. SPECIFICALLY, PARALLELING CAMPAIGN 7, ACTION 6, THERE SHOULD BE IN EACH PRODUCT CAMPAIGN AN ACTION CALLING FOR ARTICLES TO BE PUBLISHED IN THE COMMERCIAL NEWSLETTER TO PUBLICIZE THE EVENTS AND ACTIVITIES WHICH ARE TO BE IMPLEMENTED UNDER THE RESPECTIVE CAMPAIGN. PARALLELING 7 (9), THERE SHOULD BE IN CAMPAIGN 4 AN ACTION CALLING FOR A MINI-EXHIBITION OF SPORTS AND LEISURE EQUIPMENT AND SUPPLIES. PARALLELING 7(10), THERE SHOULD BE IN ALL OR SOME OF THE PRODUCT CAMPAIGNS AN ACTION CALLING FOR A SEMINAR TO BE HELD RE THE RESPECTIVE PRODUCT. SIMILAR-PARALLELS MIGHT BE FORMULATED FOR 7(11), (12) AND (13).

4. IN ADDITION, WE HAVE THE FOLLOWING COMMENTS TO MAKE ON SPECIFIC PROPOSED ACTIONS:

CAMPAIGN 1, ACTION 6: MOVE DATE FOR COMPLETION OF MARKET STUDY FORWARD TO JANUARY 31 IN ORDER TO FIT IT INTO GLOBAL MARKET SURVEY SCHEDULE (REF STATE A-2278, ENCLOSURE 2).

CAMPAIGN 1, ACTION 8: REPHRASE TO READ QUOTE MAKE ARRANGMENTS WITH BOARD MEMBERS OF AMERICAN CHAMBER OF COMMERCE TO KEEP . . . UNQUOTE

CAMPAIGN 2, ACTION 4 AND CAMPAIGN 3, ACTION 3: THESE PROPOSED ACTIONS SEEM USEFUL, BUT WE NEED TO KNOW WHAT RESOURCES EMBASSY WOULD EXPECT WASHINGTON AGENCIES TO PROVIDE FOR EACH. IT SHOULD BE NOTED THAT COMMERCE HAS ALREADY COMMITTED VIRTUALLY ALL AVAILABLE FUNDS FOR PERIOD INDICATED.

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CAMPAIGN 4: SUGGEST NEW ACTION 1 (IN ADDITION TO, NOT IN LIEU OF PRESENT ACTION 1, WHICH WOULD BE RENUMBERED AS 2): QUOTE IDENTIFY AS MANY POTENTIAL CUSTOMERS AS POSSIBLE AND CANVASS THEM SYSTEMATICALLY. . . . UNQUOTE PRESENT ACTION 5 MIGHT THEN BE REPHRASED: QUOTE IN COURSE OF CARRYING OUT ACTION 1, BEGIN TO IDENTIFY AND ASSIST THOSE INTERESTED IN ATTENDING FOLLOWING SHOWS

UNQUOTE. AT CONCLUSION OF TEXT OF ACTION 5, ADD: QUOTE
FOLLOW UP BY MAIL OR FURTHER VISITS. UNQUOTE

CAMPAIGN 7, ACTION 1: IN THIS CONTEXT, PHRASE QUOTE GNERAL
MARKETING STUDY UNQUOTE IS SUBJECT TO MISINTERPRETATION.
SUGGEST LANGUAGE BE CLARIFIED AS FOLLOWS: QUOTE TRANSMIT BY
AUGUST 15, 1974, INFORMA-
TION TO BE INCLUDED BY DEPARTMENT OF COMMERCE IN ITS PENDING
PUBLICATION QUOTE OVERSEAS BUSINESS REPORTS: MARKETING IN
THE DOMINICAN REPUBLIC. UNQUOTE

CAMPAIGN 7, ACTION 11: WE ENDORSE THIS ACTION, AND LOOK
FORWARD TO RECEIVING NOMINATIONS.

CAMPAIGN 7, ACTION 14: THIS ACTION HAS ALREADY BEEN DISCUSSED
WITH ARA/MGT, AND EFFORTS ARE BEING MADE TO FIND THE NECESSARY
FUNDS. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 JUL 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE158113
Document Source: CORE
Document Unique ID: 00
Drafter: JSIMMS:GFH
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740197-0366
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740728/aaaaaxxa.tel
Line Count: 132
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: SANTO DOMINGO 2530
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 07 OCT 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <07 OCT 2002 by ThomasVJ>; APPROVED <17 JAN 2003 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: ACTION STAFF CONSIDERATION OF FY 1975 CAP
TAGS: BEXP, DR
To: SANTO DOMINGO
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005